

THE DAYLIGHT STORE

Our Fifteenth Spring and Easter Opening of Latest Kinds in Dry Goods and Garments!

Thursday, Friday and Saturday, March 21, 22 and 23.

This opening and sale starts us out with all that is new and desirable in Spring Dry Goods of every sort and kind, always keeping our mind on quality and price as well as style. If ever there was a season when you should buy early this is the season. Our only object in posting our customers is that they should have one chance at least before things go any higher. We made several purchases early that will be of benefit to you if taken advantage of at once. The following are goods that we have on our shelves and racks today that we ask you to look at as money-savers.

Wash Goods.

It's well to know that all kinds of Wash Goods have at first hands been advanced in price. What we are trying to do in this sale is to put before you these Wash Goods so cheap that you will not suspect any raise at all in the price. Prices made at this sale will be only for a few days.

COLORED WASH GOODS.

We have the very best light ground Shirting Prints in dots and small figures. Now at 12½¢ (Later will be 16 or more.)

Large lot of self-finished Gingham in checks and stripes in fancy or plain colors that will be 10¢ later. Now at 12½¢

Madras Gingham in plain reds, light blues, marles, greys, greens and tans, now at 12½¢ (Buy what you need now.)

Bates Gingham in sub effects of navy, grey and red, now at 12½¢ (Cannot get any more at any price.)

A. F. C. and Tolle De Nord Gingham in those beautiful shaded plaids and stripes of different widths, now at 12½¢

There is an increased demand for crinkly Seersuckers, the kinds that you do not have to iron. These we have in light blue and white and navy stripes at 12½¢

Percales at old prices are all out of the market. For this sale we will sell you at old prices what we have left. Some good styles and some not so good. At 12½¢

One of the best kinds of wash goods for children's dresses or ladies' wear is our Dimities and Holly Bathings. These are excellent washing goods and come in the very best of patterns and sell for 12½¢

A few pieces of those yard-wide Madras Shirtings. These are short lengths from shirt factories that are worth from 20¢ to 25¢ per yard, as they come to us. Now at 12½¢

One lot of very fine Amoskeag Gingham nearly as fine as Scotch Gingham. Now, per yard 12½¢

Silk Muslin with small dots in all colors, per yard 25¢

For jumper suits we have an imported Mercerized Goods that looks all as good as silk, which comes in checks in light or dark shades and will wash perfectly. Price, per yard 25¢

One of our new styles is a Cotton and Silk Opalescent in all colors of plaid effects, per yard 25¢

Yoga Silks are on the order of Yoga Silks, only that they come with plain grounds and are plaided off with narrow silk pencil stripes. Price, per yard 50¢

Arnold Broadband Silk Musline come in new designs and for evening or graduation dresses they are the best. Price per yard 50¢

Arnold Opalescent Silks are the latest. These we have in all of the best colorings. They are very choice. Price per yard 50¢

Hosiery and Underwear.

Buying early places these goods before you at last season's prices with quality fully up to last season.

HOSIERY.

First let us show you the best Hosiery for the price that you can buy your children this season. Hosiery made with spliced heels and toes and double knees, comes in one and one rib for girls and two and two ribs for boys, will compare with any 10¢ Hosiery and many more expensive ones, and selling for 15¢, two pairs for 25¢

Black Cat Hosiery, as you know, is the best 30¢ Hosiery sold today. We have it, for our trade tell us so. Per pair 25¢

Misses Black Cat Hosiery is very fine and made of fine thread. Price 25¢

Boys' Black Cat Hosiery is the heavy kind, made to hold a boy. It is the only boys' Hosiery made with linen-spliced knees, heels and toes, and spliced at the instep with linen. Sold at, per pair 25¢

Ladies' Black Cat Hosiery no. 630 is a wonder, being very fine, of good weight and equal to any 30¢ Hosiery in our store, and sells as a special at 25¢

HOSIERY.

Black Cat Hosiery now for the baby. Like the larger sizes, they are better goods. At 15¢ and 25¢

KNIT UNDERWEAR.

Ladies', Misses' and Children's Knit Underwear is now in our stock and ready for sale at prices as low as made on same goods when goods of all kinds were away down.

Ladies' Swiss Vests in assorted sizes, now at 10¢

Ladies' Swiss Vests with short sleeves at 15¢, two for 25¢

Ladies' 25¢ Vests come in sleeveless, short sleeves and long sleeves. Your choice at 25¢

Ladies' Little Thread Vests at 50¢

Ladies' Mercerized Vests that look like silk, at 25¢

Prices on Underwear are good only as long as first lots are on hand.

Ladies' Tailored Suits.

One of the prettiest models we have seen in Ladies' Tailored Suits is made of a fine quality Panama. Jacket is made blouse Eton effect, has the broad shoulder Gibson cut, collar finished with silk and satin braid. The back and front is finished with one-inch stitched pieces of same cloth and front is finished in effect with gilt buckle. Two-thirds sleeves, cuffs of silk and waist, broad-shouldered with gilt buttons. Has very full pleated skirt. The price is \$25.00

A Suit which is sure to win favor for summer wear is made of a light colored pencil stripe and check goods in fine quality cloth. Jacket is made 22 inches long, is finished over shoulders down front and back with bias straps and piped with black silk. Has three-fourths length sleeves, finished with bias cuffs, piped with silk. Full skirt, made with bias box pleats. The price is \$22.50

A Pony Coat Suit which we consider very good is made of a fine quality serge. Coat is made twenty-two inch, collarless, cutaway style, and is finished with a fine silk mohair

breid. Skirt is made full pleated style. Price is \$20.00

At \$18.00 is a line of Eton Suits made of good quality Panama. Eton is made side plait back and front, is collarless and trimmed down front with a good quality silk mohair braid. Has three-fourths length sleeves with trimmed cuffs. Skirt is made side back and front plait and trimmed with braid to match Eton. Colors, black, blue, green and red. Price \$18.00

At \$15.00 is a line of Suits in Eton and jacket styles, made of a fine quality all-wool plaid goods. The style is equal to Suits that sell for \$22.50. Price \$15.00

In the better grade Suits in no other way we can show you a line of sample Suits in the best up-to-date styles. Prices from \$22.50 to \$40.00

At \$12.50 is a Misses' Jumper Suit made of a fine quality irishish check worsted goods. Eton is made side plait back and front, trimmed with silk and braid, finished with gilt buckles. Skirt is made with panel, finished with silk and braid. The price is \$12.50

Ladies' Silk Waists

At \$3.98 is a Jap Silk Waist, made with yoke of fine cluster and one-half-inch tucked, has long cluster tucked down back, has long sleeves with deep cuff. Price \$3.98

At \$3.50 is a White Jap Silk Waist, made double box plait front with one-half-inch side plaits, has long sleeve with tucked cuff. Price \$3.50

At \$2.98 is a fine Jap Silk Waist, front made with one-half-inch tucked and fine lace insertion down front and tucked down back. Has long sleeves with cuffs of insertion and tucked. Price only \$2.98

At \$4.98 is a fancy Jap Waist, made with deep round yoke of lace insertion and fine tucks, the insertion is layered between the rows of tucking. Has long tucked back, short sleeves finished with lace insertion. At \$4.98

At \$6.50 is a White Radium Silk Waist, inlaid over shoulders front

and back with narrow insertion and strips of silk, the front and back being made of inlaid insertion and silk. Has two rows of lace insertion running V-shape across front of blouse. Has three-quarters length sleeves with insertion cuff. Price \$6.50

At \$4.98 is a very stylish net lace and insertion Waist over Jap silk, finished with lace medallions and fine lace edge. Has three-quarters length sleeves with narrow cuff of insertion. Price \$4.98

At \$4.50 is a fancy black Jap Silk and Lace Insertion Waist. Price, \$4.50

At \$3.98 and \$4.50 is a line of very good style Taffeta Silk Waists in black, also a line of colors. At \$3.98 and \$4.50

At \$5.00 and \$5.75 is a line of Black Pearl de Sole Silk Waists in some very pretty style. Price only \$5.00 and \$5.75

Ladies' Separate Skirts.

In anticipation of the great demand for separate Skirts, we bought heavily and are in a position to show you the largest and best line to be found in this section.

At \$18.00 is a black Altman Voile Skirt, made in fine cluster plaits, has extra full sweep and has good quality silk deep. We can give you the same Skirt without drop for \$14.00

At \$12.00 we can give you a line of Skirts made in a variety of the new up-to-date styles, and of such materials as plain and chiffon, Panama, Melrose, Crepe de Chine, Popeline and Serge. These are the Skirts we do a big special order business on. Price only \$12.00

Ladies' Separate Coats.

In selecting your Spring Coat you can find most any style you may look for. One of the leaders for the season is the College Coat, which comes in plain, covert and mixed cloths. Some come thirty inches long, with plain and fancy strapped backs. Priced from \$5.98 to \$15.00

A very dressy Coat and one which comes in lots of styles, is made coat back and one, two and three-button cutaway front. Comes in a fine quality covert cloth, and black broadcloth. Price \$12.50 to \$15.00

The little twenty-two inch covert half-fitted Coat will be worn quite a good deal, as it carries a style that no other coat has. These range in price from \$5.00 to \$12.00

We would not be able to do a garment business without the long 45 to 50-inch Coat. Both in mixed and plain colors. These are especially desirable for a riding Coat. These are priced from \$5.98 to \$15.00

In Children's and Misses' Coats we are showing some values which will be hard to duplicate later.

Wash Waists.

We have a separate department for Wash Waists, showing one of the most complete line of these goods in the state.

Many use for a house waist and in cases where lots of hard wear is needed, a Black Satine Waist. These we have in \$1.25 grade now for \$1.00

White Muslin Waists at \$1.19

For two seasons we have made a run on this price Waist, putting into the lot all White Waists that usually sell for \$1.25, \$1.50 and \$1.65. The sale of these Waists has been so good that we have many imitators at this price, and that would be all right if they furnished the quality and style.

Waldorf White Muslin Waist—will appeal to you as a much more expensive Waist—at \$1.19

Waldorf White Muslin Waists at \$1.50 and \$1.75 are Waists that just come from the express. They have yokes of Swiss embroidery and German Valenciennes lace. At \$1.50 and \$1.75

Waldorf Waists made of very fine India Linon set with Valenciennes lace and have yoke of baby Irish embroidery. Price \$2.50

Waldorf Waists made of very sheer Persian Lawn with yoke of fine tucks set with baby Irish embroidery. Price \$2.98

Waldorf Sample Waists in assorted sizes made of finest materials, and many of them are all hand work. Price \$3.50, \$3.98, \$4.50 and \$5.00

Corsets.

Three of the leading kinds, W. B. Royal Worcester and the R. & G. Corsets.

We have a special Corset made by the R. & G. people that is full French-cut, trimmed with lace, and has front and side all elastic supporters, and is selling at 50¢



The R. & G. Tapering Waist Corset is the one that outlasts any other two kinds on the market. It is made of best coutille, has side and front supporters, and gives that shape so much sought for in Corsets. Other manufacturers would not steal this name—The Tapering Waist—if it was not worth imitating. Dress-makers appreciate a difference in fitting over any of these Corsets. The price is but \$1.00

First, let me forget, let me call your attention to a large assortment of Thread Lace bought last fall at but half of the real value. These Laces have just arrived and have in the lot both narrow and wide edges, some of them five inches wide with narrow or wide insertions to match. This whole lot of something like two thousand yards now on one table at, per yard 50¢ (Great values.)

Our fine Laces are from Musser Brothers' lace house, an old established house having a reputation so strong that in large cities many ladies will not buy a yard of Lace without first asking if it is from Musser Brothers, feeling sure of quality and style.

Musser Brothers made those beautiful Lace and Embroidered Allogors that we have shown in our windows. They are of better work and look better for the same price, costing from 40¢ per yard up to \$5.00

Beautiful patterns in Baby Irish and Fillet Lace.

Embroideries are made across the water, and the price on these has advanced from 20 to 25 per cent. These Embroideries we ordered in advance, our order being given last July for this spring's trade. (Small lots cannot be ordered this way.) The following will interest:

Over 1,500 yards of 30 pieces of assorted narrow widths in Hamburg, now, per yard 50¢

Over 2,000 yards of 65 pieces of wide Swiss Embroidery worth today from 15 to 25¢ according to width, now, your choice, per yard 12½¢

In the above purchase is a lot of wide Swiss Embroideries for corset covers or flouncings for skirts at 20¢ per yard, and Muslin Embroideries, the very thin ones that sell for from 50¢ to 60¢, now at 30¢

In this purchase is a full assortment of Swiss Embroidered wide flouncings with bands to match. Some of these bands are seven inches wide and flouncings are 24 inches wide. Made for white dresses for summer or graduation use.

As our Embroideries come to us directly from Switzerland, you will not only get a better value, but a different style of work.

LADIES' WRAPPERS.

To get good styles in Ladies' Wrappers is a hunt, and we do not always have them. The advance in price of prints and percales has made it so much harder.

Let us show you our new Wrappers at \$1.25, also our Percale Wrapper at \$1.49, and our Gingham House Dresses at \$1.98

Notion Department.

In this department you will find every kind of a notion sold by large stores in the largest cities. We had built for us at a large expense a notion case to show goods at the main entrance to our store. Here you will always see latest ideas in goods not found in every city the size of Barre.

Ladies' Hair Ornaments in the way of Combs and Brooches are coming to us as soon as seen in large cities. Lots of the new ideas cost but 25¢ each, and some of the best only 50¢

Ribbons constitute one of our best lines. When we first started business in Barre, this was one of the lines that helped us most to get started, and we have kept increasing it until now we are obliged to have a separate department built for this particular line. The carpenters are at the work now in their shops. Popular prices have had their effect. We have always sold a Ribbon for 3¢, 10¢ and 15¢ that was not for quality equalled. Now we have added the wider widths at 10¢ and 25¢

Fancy Ribbon at 25¢ has a large showing here. Many of these Ribbons hardly pay their way. We do

this to advertise our other lines. This line at 25¢

Ladies' Collars in plain all-linen at 15¢

Ladies' Lace and Turnover Collars with soft tips for 25¢

Ladies' New Round Collars from 25¢ up. The 25¢ one is a good 50¢ value in Venice.

Ladies' Belts comprise a line considered by us as one of our best. Here are the new ideas. As a ladies' Belt changes styles as often as a dress, it's necessary to keep posted.

We have a good line of Silk Belts at 25¢, but the Belt that we do the business with sells for 50¢ (Come in extra sizes at the same price.)

A good Canvas Stretched Belt sells for 10¢

For Graduation Costumes.

We have for Graduation Costumes the following White Goods.

India Linons from 12½¢ to 35¢

Persian Lawns in 45-inch width at 25¢

Suzette Silks at 40¢

Oriental Silks at, per yard, 50¢, 75¢, 85¢ and 95¢

Silk Jacquard Etoffes at 30¢

Dotted Muslins at 12½¢ and 15¢

Real St. Gaul Embroidered Dotted Muslins at 25¢, 35¢, 50¢ and 55¢

French Muslins, very wide, 35¢ and 38¢

Waterproof Silks at 55¢

White Nuns' Velling, all wool, and a very thin cloth that will wash perfectly, price per yard 80¢

White Henrietta, all wool, per yard, 60¢

White Lusterine, beautiful for waists, as well as dresses, per yard 65¢

White Mohairs for tailored effects in suits, per yard \$1.00

White Serge makes a desirable commencement suit, price per yard 75¢, \$1.00 and \$1.25

White Laid-down—this is Wm. Reed's Laid-down, and the price is but, per yard \$1.25

We also have very wide Swiss Embroideries with bands to match that are to be worn by the swell trade. These we own at about two-thirds of the usual price, and sell for from 90¢ up to \$1.25 per yard (Not expensive for what they are.)

We have Laces and Allovers to go with all or any of the above White Goods, also the Swiss and Venice Collars to go with these goods.

Dress Goods.

Our preparations early of new kinds of Dress Goods is being felt all over our Dress Goods Department. Now when we are busy at all it is very busy at this department. The following will help you to make your Spring selection of Dress Goods.

The hard-finish Worsteds effects in these Dress Goods are the new things. These we have in Shadow Plaids in grey, London smoke and beige effects. Your choice, per yard 50¢

New lot of Beautiful Plaids with silk lines in navy, green and red, at, per yard 50¢

Batiste in all-wool in colors red, navy, light blue, green and black, now, per yard 30¢

38-inch Navy Sicilienne in new shade of navy, now, per yard 40¢

36-inch Black All-wool Serge at, per yard 50¢

42-inch Shadow Batiste in navy, at, per yard 75¢

42-inch Black Melrose, a substantial cloth and a good looker at the price, per yard 75¢

40-inch Black Malta Cloth, per yard, 50¢

Panamas in blacks and colors as low as 50¢ in all-wool. The wider and softer ones up to, per yard \$1.25 (These come very wide.)

Reds are great sellers and come in Panamas and Vellings at 50¢

Come in Serges at 85¢

In Etoffes at 85¢

Black Goods are our Dress Goods forte. We have visited both Boston and New York markets for these Black Goods and are now sure that we have the right kinds at right prices. Ask to see any Black Dress Goods that may be on your mind, and we have it.

Fancy Black Melrose at 75¢

30-inch Panama of the \$1.00 grade, or a wide Mohair, for 85¢

Any of the new weaves in Black Goods, such as Chiffon, Panamas, Batiste, Melrose, Voiles, Shadow Plaids in Panamas and Herringbone weaves, can be bought for \$1.00

Silk Laid-down Reed's goods at \$1.25

Silk Warped Henrietta at \$1.50

Black Broadcloths in the new finish at \$1.25, \$1.55 and \$1.75

And a German Spotless Broadcloth at \$2.75

Silks.

Silks are to be worn in greater quantities than for years.

Suzanne Silks, 27 inches wide, all colors, at 45¢

White Oriental Silks, per yard 35¢, 50¢, 75¢, 85¢ and 95¢

We have at present all colors in Brainerd & Armstrong's 26-inch Taffeta at \$1.00

These widths they are not going to make any more of until raw silk drops in price. If they are what you want you will have to take them now, and you can have them at \$1.00

27-inch Bonnet Silks in black, fully

guaranteed, will be sold only for a short time longer at \$1.00

Yard-wide Taffeta Silks at \$1.00

Only until two pieces are sold, then for what they are worth.

Cheney Brothers' Navy Foulards with small polka dots, now, per yard, 75¢

19-inch White Mesaline Silks for lining of fine laces or nets, or makes beautiful waists, price 75¢

Yard-wide White Radium Silk. This is a German Silk, and something new in Silks, price, per yard, \$1.25

Most Satisfactory Results Can Be Obtained by Having All Wool Goods Sponged by Our Spotless Steam Sponger. THEN CUT BY A NEW IDEA TEN-CENT PATTERN.